

# Media Business Authority Board of Directors Meeting Minutes

*Tuesday August 11, 2015*

**In Attendance:** Bryan Messick, Dan Lievens, Debbie Pitt, Jack Cunicelli, Christopher Dougherty, Peter Bendistis, Warren Kuo, Charlene Mulholland, Frank Daly, Zubair Khan, Deborah Shipley

**Absent:** Tom Hibberd, Courtney Roszas, Lisa Johnson,

**Guests:** Erin Lievens (Kids for Their Community), Chris Swartz (Keystone Funding)

**Meeting called to order at 6:07pm.**

## **1. Public Comments: (Zubair Khan)**

**a. Erin Lievens (Kids for Their Community)-** Erin Lievens introduced herself as the founder of the nonprofit Kids for their Community. She gave a brief description of the purpose of her nonprofit and announced to the board an upcoming event on Wednesday, August 19<sup>th</sup>, scheduled for families to come to perform various community service tasks together at the Delaware County Bar Association. She asked for assistance in spreading the word regarding this event and the nonprofit.

**b. Chris Swartz (Keystone Funding)-** Chris Swartz introduced himself as a local businessman from Keystone Funding. He expressed his interest in learning more about the Media Business Authority and possibly becoming involved as a future board member.

## **2. Approval of Minutes (Jack Cunicelli)**

**a. July Minutes-** Frank Daly made a motion to approve the July minutes, Dan Lievens seconded the motion, and the motion passed.

## **3. Treasurer's Report (Debbie Pitt)-**

**a. Audit Report 2014-** Debbie Pitt announced that the Audit Report for 2014 came back with an unqualified opinion; the desired outcome for a financial audit. She announced that the report could be requested by any board member who wanted to review the document.

**b. Budget 2016-** Debbie Pitt informed the board that the budget for 2016 would be presented to the Finance Committee in late September/early October. Zubair Khan added that the board had requested additional funding last year, but that the council had been unresponsive to this request. Debbie Pitt also added that there were plans to again submit a request for additional funding and that a letter would be included detailing the reason for fund request along with a summary of all of the things that they MBA does throughout the year to enhance and strengthen Media's thriving business and residential community. Frank Daly noted that the mercantile and business tax was originally adopted at the MBA's request and the money received back to the MBA was capped in 2008 due to a tougher economic landscape at the time. Frank Daly also added that he felt that it was time for the MBA to ask for an additional \$25,000 of the mercantile tax to be given directly back to the MBA to finance some of the capital improvement projects that the MBA would like to implement in the coming years; including an MBA Welcome Center next to Trader Joe's.

## **4. Old Business (Bryan Messick)-**

**a. Comcast TV Advertising Update-** Bryan Messick announced that all of the Comcast advertising campaigns had gone through production and that the campaign was slated to begin airing in late August. He also added that the participating businesses would all be signing a legal contract with the MBA for a payment schedule and collection from

the MBA. It was further explained that Comcast would be billing the MBA and that the MBA would be collecting from the businesses. Zubair Khan also mentioned that the MBA had closed its account with TD Bank and had opened a new account (for advertising purposes) with WSFS who had been giving a lot of support to the MBA. Bryan Messick announced to the board that Brandywine Convention & Visitor's Bureau had recently supported the campaign with \$4500 in matching funds. Zubair Khan added that BCVB is always supportive of the MBA and Media events.

**b. New Media Merchandise-** Jack Cunicelli mentioned to the board that he would like to make a goal for the Merchandise Committee to triple the revenue for the merchandise this year. Zubair Khan mentioned that he would be meeting with PTM Sports again soon to hear about their pricing plan. Charlene Mulholland added that she had sold all of the hats in her store.

**c. InsideOut Philadelphia Museum of Art Program-Update-** Bryan Messick announced that the InsideOut Program had been a huge success and that Media was hoping to be chosen again in a future year. He added that the Art Museum had been impressed with the activities and tours that Media conducted and they planned to share these ideas with other towns using media as a model. Bryan Messick also informed the board that the Picasso had been stolen from outside of Media Elementary School, but was eventually recovered by the police.

**d. Media Trademark Update-** Zubair Khan reminded the board that all paperwork had been submitted for the Media Trademark renewal.

#### 5. New Business (Bryan Messick)

**a. 2016 MBA Budget Review-** Debbie Pitt requested that any new budget requests be made as soon as possible to be included in the 2016 budget proposal to the Finance Committee.

#### 6. Borough Liaison Report (Lisa Johnson)

**a. Borough Liaison Report-** Lisa Johnson was absent at this meeting.

#### 7. Committee Reports (Zubair Khan)

##### a. Events Committees-

**Dining Under the Stars-** No reports made at this meeting.

**b. Promotions Committee-** Report distributed; not discussed at this meeting.

**c. Business Preservation** Report distributed; not discussed at this meeting.

**d. Executive Director's Report-**Report distributed; Zubair Khan discussed some of the current moves, closures and new businesses coming to Media. Bryn Mawr Running- moving to Front Street Fountain; New restaurant moving into Planet Hoagie space- Hidalgo; New restaurant moving into old 320 Market space-Bacco & Taco; Village Arts Shop- closing; Reconsidered Home- moving into Village Art Shop space; Painting with a Twist- moving into old Sporting Gentleman space; Children's clothing store- moving into old Cedar Chest space; Salon Rudolph- closing; Meridian Bank- moving into old WSFS space.

**September Visit by the Pope-** Bryan Messick and Zubair Khan discussed the upcoming visit by the Pope to Philadelphia and it's possible impact on the businesses of Media that weekend. It was discussed that this would likely create difficulties for parking and traffic flow to to Media for that weekend.

**Billing Surcharge-** Zubair Khan brought up the ongoing issue of the difficulties of event billing and collections.. Debbie Pitt answered that it made sense to adjust the event prices rather than adding a late fee.

**e Technology Report-** Report distributed; not discussed at this meeting.

**f. Retail-** Discussed throughout the meeting; see above.

**Meeting Adjourned at 7:29pm.**

**Respectfully Submitted,**

**Jack Cunicelli**

**MBA Secretary**